

# *The best ways to drive free traffic to your blog*



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You posted a new article on your blog.

Now you're looking at your analytics, and wondering when will the visitors show up.

Does this sound like you?

There are several ways to drive traffic to your blog. I have collected some of the most effective ones that also just happen to be free.

And who doesn't want free traffic on their blog?

Here are some great traffic generators:

## 1. Write more

Marketers know that the more often you post on your blog, the more traffic it will receive. Google gives higher priority to websites with fresh content, so if you want to get more attention from the search engines, post at least twice a week.

## 2. Forum marketing

Share your knowledge with people asking questions about your topic. In return, you'll get free traffic to your blog.

Forum marketing is extremely effective, allowing you to engage in conversations and answer questions, linking to your content whenever it's relevant.

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Your signature tells other forum members who you are and how to read more about you. Be sure to include the right information and links if allowed.

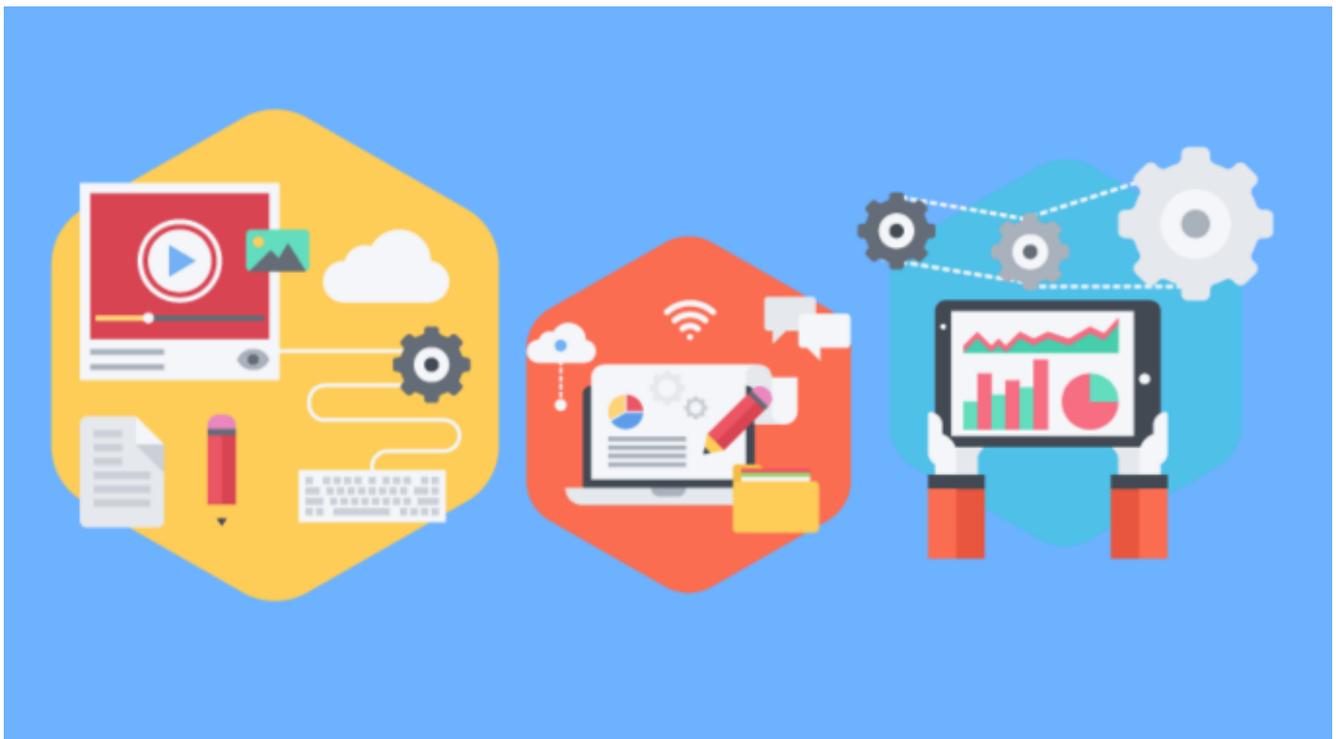
## 3. **Blog commenting**

It's another easy and free traffic source, but it has to be done the right way.

In almost all blog platforms (Word Press, Blogger, etc.) there is a field to enter your URL along with your name. If your comment catches a reader's attention, they'll click on the link and visit your blog.

In addition, the search engines will see the link and give your blog a small boost. If you post comments with your url on several unique blogs, then you'll see a significant boost in traffic.

Just be sure to make your comments and responses helpful and relevant – don't post comment spam!



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## 4. Upgrade your blog design

If your blog's design is clear and friendly, and easy to navigate, people will want to keep coming back to it.

You don't have to be a designer or developer to have a professional-looking blog design.

If you use WordPress, you can easily create your own.

## 5. Write great content

Nothing builds traffic better than great content. Regardless of your topic, niche, or style, you have to deliver awesome content.

People talk about good content, share it with their friends, and link it to their own blog posts.

## 6. Guest blogging

This is one of the most effective ways to increase your blog's traffic.

A guest post should be done on a popular site (higher ranking than yours). And you should offer up your best work. Post a compelling piece of content that adds real value to the site on which you are guest blogging.

It can increase the visibility of your own site significantly. It can also give your blog a back link from another popular site, providing an SEO boost.

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Guest blogging can build your reputation and demonstrate your authority as a subject matter expert (SME), creating a long-term benefit that can pay off long after you post.

## 7. Write more engaging headlines

Headlines matter. They can either make or break the posts you publish. Your headline is what gets visitors to your site and grabs their attention.

David Ogilvy said, "On average, five times as many people read the headlines as read the body copy." If the headline isn't compelling, readers won't dive into the post itself.

The titles for your blog posts are as important as the content itself. Spend the same time working on them.

## 8. Update your old posts

It's good practice to update your old content from time to time. It will improve the user experience, and help you get more traffic.

It can also help you make sure your posts stay relevant. Update the information, add more or new details, and make it more helpful. In today's world of constant change, keeping the information you post current can set you apart from the pack and strengthen your reputation as a SME.

## 9. Include a link to your blog in your email signature

If you send a lot of emails, or have a busy autoresponder, link your blog in the signature. This will help you drive a bit of extra traffic, and offers a chance for your email recipients to learn a bit more about you and the topics that matter to you.

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## 10. Optimize your content for more shares and likes

A recent study shows that including social sharing buttons on blog posts leads to 7 times more mentions, likes, and shares.

At the top and bottom of your blog posts, make sure you include social sharing buttons for Facebook, Twitter, LinkedIn, and the other major social networks where your audience hangs out. Make it easy for readers to spread the word.

## 11. Use SEO properly

Content marketing is the best way to attract organic traffic. And blogs are great content marketing tools. Make your site more search engine friendly and give them what people are looking for.

It is important that you use keywords in titles, tags, URL, and meta descriptions.

Link building is another key part of SEO strategy. It's important to have relevant and high-quality links on your blog, and that you have your blog url on relevant sites.

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## 12. Share Posts on Social Media

Share your new blog posts on every platform you're active on and where your audience hangs out, and customize each post for each platform.

If you take the time to find out how your posts resonate with your audience, social media sites can quickly become some of your top traffic sources.

## Final thoughts

You've now got plenty of tactics that you can use to start getting free traffic to your blog. Keep in mind that you have to tailor each technique to your business, and the needs of your audience.

Test these 12 free ways to increase blog traffic and see what works for you.

And don't forget to measure and monitor incoming traffic with Google Analytics so you can see what's working and how well!

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## What's next?

Sending traffic to your blog, and posting regularly is not everything.

You will also have to master to build a good sales funnel, where your blog is part of it - helping to generate more sales and turn prospects to buyers.

With the "Build Your Blog Into Your Sales Funnel " video course, you just learn how to do it within just an hour.

- 50 blogging tips that we collected and use during our content creation
- 17 tried and true methods to delivering high quality traffic to your blog
- A step-by-step guide to creating and nurturing an editorial calendar
- and more

We created this short video coursess that help you with all of the above.

Use coupon code BLOGSF3 to get the course for only \$3